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## From the Editor

-Kaylen Henry

Hi Everyone! Thanks for “picking” up this edition of TheLINK. Exciting things are happening for GlobalVetLINK, making it a fun time to create a newsletter to share with our clients. You will see a consistent theme running through this edition of TheLINK; the theme is “Growth”.

Growth is evident in our relationships with industry partners and also in the structure and organization of our internal team. Since the last update of TheLINK, we’ve added additional laboratory subscribers, achieving and now exceeding the 100-mark for GVL® subscribing EIA laboratories. We’ve also developed a new integration with HVMS, making it even easier for veterinary practitioners to create electronic GlobalVetLINK EIA certificates. The team here at GVL®

headquarters continues to grow, as we work to offer our clients new products and services to simplify the veterinary paperwork process. To better serve you, we’ve added two Product Managers, a National Sales Manager, an additional Software Developer, a Business Development Associate and restructured positions within the company.

Another change you will start to notice is a new look for our logo. You will see it in this newsletter and will continue to see it incorporated into company materials.

We enjoy hearing from our clients. Be sure to “like” us on Facebook and share with us stories from your veterinary practice, your travels with your pets, horses or livestock and use the page to stay up to-date on the happenings at GVL®.

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## GlobalVetLINK Achieves 100th Laboratory Online

GlobalVetLINK (GVL®) is excited to announce the signing of our 100th laboratory partner. To meet and also exceed the 100-mark for EIA laboratory subscribers ensures our clients and potential clients a large variety of labs to submit their EIA tests to from across the country.

“Our laboratory partners are an integral component of our business model. GlobalVetLINK has become synonymous with “Coggins” throughout our 10-year existence because of our exceptional laboratory and equine veterinarian participation”, said Founder/President Kevin Maher. “The success of our Coggins business has propelled the company into other specialty areas such as official Certificates of Veterinary Inspection (CVIs), GoPass certificates and veterinary prescription certificates, to name a few.” Maher continues, “We owe a great deal of appreciation to our loyal customers for their patronage throughout the years. We will continue to work hard to offer new and exciting services and to progress our existing products, as we continue to improve the efficiency of veterinary paperwork.”

To view a complete listing of GlobalVetLINK partner laboratories, visit the following link:

<http://www.globalvetlink.com/resources/online-diagnostic-labs>

## Spotlight on the State of Indiana

*With Dr. Bret Marsh, State Veterinarian*

The Indiana State Board of Animal Health (BOAH) embraces using technology to benefit producers and veterinarians alike. With interstate movement of livestock becoming more common, BOAH is always searching for new ways to simplify the process.

Indiana's livestock community is all too familiar with the Certificate of Veterinary Inspection (CVI). In 2005 BOAH took a huge step in modernizing the standard CVI. BOAH launched a partnership with GlobalVetLINK (GVL®) to offer Hoosiers electronic health certificates also known as eCertificates in addition to the standard paper CVI.

The Indiana State Board of Animal Health (BOAH) encourages veterinarians to consider electronic animal health documents. BOAH, along with GlobalVetLINK offer electronic certificates to aide in simplifying the reporting process and improve animal trace-back in a disease outbreak situation.

Dr. Bret Marsh, State Veterinarian of Indiana is a big proponent of electronic certificates and has graciously agreed to share some of his thoughts. He says that "This technology presents a significant opportunity for regulatory veterinary medicine to become more efficient though electronic tracing capabilities during an animal health emergency. This puts us light years ahead of the old paper-in-file-cabinets approach that requires deciphering handwriting on carbon copies. eCertificates are helping Indiana become more efficient."



**GVL®:** What is the greatest benefit you see to practitioners using an electronic system for creating health and Coggins certificates?

**Dr. Marsh:** eCVIs offer practitioners (and their clients) the convenience of speed and accuracy of electronic submissions. No waiting on the mail. No issues with hard-to-read handwriting and carbon copies. The ability to generate multiple copies or make updates for subsequent certificates with just a few keystrokes and the click of the mouse is a great convenience—especially for practitioners who have busy practices and produce multiple certificates.

**GVL®:** From a regulatory perspective, how do electronic certificates aid in protecting animal health in the United States?

**Dr. Marsh:** eCVIs can help eliminate the error rate that can result from poor handwriting and hard-to-read multi-copies. While the digital version is still susceptible to the good ol' type-o, the technology allows veterinarians to copy-and-paste information such as premise IDs, destination addresses, etc. to ensure accuracy with other digital clinic records.

Electronic certificates can be stored within the state's database, making them quickly and easily accessible by BOAH Central Office and field staff. This helps staff work more efficiently in traces, with less time spent searching paper files.

## GlobalVetLINK and HVMS Announce Electronic Certificate Integration

GlobalVetLINK (GVL®), and HVMS, the leading software platform for veterinarians from Business Infusions, recently announced a new feature available in the HVMS Practice Management Software. This new software integration will streamline the electronic certificate creation process, allowing veterinarians to create GlobalVetLINK electronic certificates within HVMS.

The integration with HVMS and GlobalVetLINK revolutionizes the electronic certificate process as it utilizes a system that veterinarians are currently engaged in on a daily basis, adding the extra functionality of state-approved, electronically signed EIA (Coggins) certificates. There will be no additional software for veterinarians and their staff to learn, making the implementation of the system at the clinic seamless.

“We’re excited about our new integration with Business Infusions. Our goal is to make the electronic certificate process as easy as possible for our mutual clients, ultimately increasing efficiency and improving work flow for veterinarians and their staff”, says GlobalVetLINK Integration Channel Manager, Jill Wagner.

“The integration with GVL® health certificates aligns with our guiding principles of improving customer work flow and overall practice efficiencies. Business Infusions looks forward to working with GVL® and our customers to roll this out across the country” says Scott Pickard, President and Chief Executive Officer at Business Infusions Inc.

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## New Hires

As mentioned in the Editor’s comments, the team at GlobalVetLINK is growing. Over the past several months, 5 new team members have come on-board and new positions have been filled within the team to better serve our clients.

In sales, a National Sales Manager was hired. Brian Steffen has over 25 years of professional experience in the information technology space. With a career spanning three decades, there are not many aspects of the IT business that Brian has not been involved with.

Heather Van Lin joined the team as Product Manager for Food Animal. She has over 12 years of experience in Product Management, Marketing Communications and Supplier Management within various industries such as the medical device and software development industries.

A second Product Manager, this one for the Companion Animal business, Ekaterina (Kate) Belashova came to us from Kemin Health, in Des Moines. Her 11 years with Kemin, strengthened her background in Customer Support, Inside Sales and Marketing.

An additional software developer was also brought on-board. Dennis Lindeman brings over 20 years of experience in software development and was most recently with CDS Global in Des Moines. He also worked for Larson Systems in Ames for 13 years, a company specializing in the application of GPS technology in agriculture.

Kristin Frank was hired as a Business Development Associate. Kristin holds a Bachelor of Science, majoring in Equine Science and Management and brings real-world equine knowledge to the team.

In order to better serve our growing client base, an additional Customer Support Specialist was hired. Nikki Petersen joined the team, bringing with her a background in the agriculture industry and a degree in Animal Science from Iowa State University.

Internally, veteran GVL staffers, Jill Wagner and Kaylen Henry were promoted to new positions on the team. Jill is now the Integration Channel Manager and played a fundamental part in the orchestration of the integration with HVMS by Business Infusions. Kaylen, a once familiar voice on the support line is now the company’s Marketing Coordinator, heading up trade show appearances, press releases, our Facebook page and this newsletter, to name a few.

## Tech Talk

Does your veterinary clinic have a presence on the web? Have you looked into a custom website and determined that the cost for a custom designed site out-weighs the benefits? Facebook is a free and easy solution that's worth taking a look at.

Facebook is an excellent way to connect with current and prospective clients. Instead of advertising a web address, go ahead and advertise your Facebook page. In addition to contact information, Facebook pages accommodate a company overview, history, mission and products to name a few. You can also upload your logo for brand recognition. All of the essential information a current or prospective client would need to know can be right there on your Facebook page.

When you embark on a Facebook journey it is important to keep your page current. A couple of posts a week is a good way to stay engaged with your followers. Links to pertinent animal health articles and clinic events (i.e. rabies clinics, Coggins clinics, etc) are great messages to pass along to your clients and prospective clients.

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## Our Vision:

To be the world's most trusted, secured and independent repository of animal health data.

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## Our Mission:

To provide animal movement and health data management applications on a single platform. We uniquely connect veterinarians, animal owners, animal health industry partners, and animal health officials to improve animal wellness and safety

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## Follow Us on Facebook, Twitter and YouTube!



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